

Willie Watt



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- 1952 CHEVROLET HALF-TON TRUCK, with 4-speed transmission, radio, air conditioned heater, oversize new tires \$1550.00
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- 1952 PONTIAC 5-PASSENGER COUPE, runs like new, has air-conditioned heater.
- 1952 PONTIAC COACH — This car is in excellent condition and can be bought for \$475

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YOUR MODERN GARAGE
CHEVROLET — OLDSMOBILE

UNEASY OVER TRADE PROSPECTS

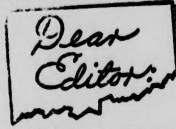
Canada is greatly concerned over the prospective policies of the United States with regard to international trade. Already acts have been taken by the United States government limiting Canadian exports to some extent. It is feared that further restrictions against imports of Canadian agriculture, mineral and fisheries products will be imposed.

In a few months the U.S. tariff commission is expected to report on its investigation of the effect of the import of Canadian oats on U.S. price support. Last year Canada sold 73 million bushels of oats to the United States, receiving therefore some \$61 million.

The president of the United States appears to be in favor of broader trade with other nations and so do automobile and other large scale manufacturers. However, there is a strong feeling in the Republican ranks for continuing the traditional high tariff policy of that party.

The Farmers' Union, third strongest farmer group in the United States, favors restriction of imports of Canadian agricultural products. John L. Lewis, one of the most powerful labor leaders in that nation, also favors the high tariff policy.

Joe — Did you have your radio on last night?
Jim — Yes.
Joe — How did it fit?



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Good going Tues. and Wed., Oct. 20 and 21. You must commence your return trip by midnight, Friday, Oct. 23.

Travel by train and take advantage of these special low fares while the customer does the driving. Tickets on sale to and from all points on the above mentioned line. Full information on these special low fares from your Canadian Pacific agent.

Canadian Pacific

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Phone 12 — Didsbury



A NUMBER of ancient English churches are replacing their equally ancient roofs with aluminum. One of these is the Chapel of St. James in the village of Nether Warton, Oxfordshire. Its lead roof, originally laid in 1665, brought £478 as scrap — enough to pay the whole cost of installing the new roof.

It is a neat example of how, while most metals have been getting more expensive through the centuries, the cost of aluminum has been going down. Aluminum Company of Canada, Ltd. (Alcan)

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PHONE 40 — DIDSBURY

FOR SALE — One steel gravel box, complete. Apply Ward Eby, 383p

TENDER
The Olds School Division No. 31, solicits tenders for a Night Care-taker for the Didsbury schools. Duties to commence October 31, 1963, for a period of five months. Tenders to close 12 o'clock noon, October 19, 1963. Lowest or any tender not necessarily accepted.
S. J. GILSON, Sec.-Treas.,
Olds School Division No. 31,
Didsbury, Alberta. 39-2c

FOR SALE — Four bedroom house with furnace and sewage. Rewired. Suitable for roomers or boarders. Front and side entrance. \$3900. Apply Box G, The Pioneer. 39-3p

FOR SALE — Fargo 1947 3-ton, two-speed Eaton axle, power take-off, good motor, new battery. Only \$497. J. M. Freeman & Sons Ltd., Phone 14. 40-1c

ENGAGEMENT ANNOUNCEMENT
Mr. Fred Jones of Calgary wishes to announce the engagement of his daughter, Marjorie Helen, to Mr. Robert Finlay Hughes, son of Mr. and Mrs. James A. Hughes of Didsbury. The marriage will take place in Hillhurst United Church, Calgary, October 24th, at 7 p.m.

FOR SALE — Baby buggy, good condition. Phone 92, Didsbury.

FOR SALE — Buy your lumber direct and save money. Plane lumber, shiplap and dimension. Apply C. E. Gibbs, phone 1709, Didsbury.

WANTED — Deep well straight lift pump jack, Pump, 50 ft. pipe, rod cylinder; 1/4 h.p. 110-220 volt heavy duty engine. H. Haener, Cremona, Box 110, phone 1110, Carstairs. 38-3p

CAFE FOR SALE — Two storey brick building and one of the best places, excellent location in Didsbury. Full equipment, complete furniture and rest rooms, electricity, water, supplies. Eight rooms upstairs. \$2250.00. Star Cafe, Didsbury. 38-3p

CONCRETE GRAVEL — Day or evening service, \$100 loaded. 4 miles N.W. Innisfail (at bridge) Caroline road. Right mixture for pouring. Also poured Chevrolet ramps from imported stock F.R. Malcolm & Son, R.R. Innisfail. 21-45p

FOR SALE OR TRADE — One Red River 22" separator in first class condition. Phone 1506, Crossfield. 39-3p

FOR SALE — Medium sized range in good condition, reasonably priced. See Mrs. M. Hughes or phone 78 after 6 p.m. 38-3p

FOR RENT — Three-room house for rent. Phone 224, Didsbury. 39-3p

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When you are building your own home, or replacing your present water heating system, insist on a Republic Water Heater.

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Is a source of constant hot water—day or night
Is Well Insulated—reduces your fuel bills
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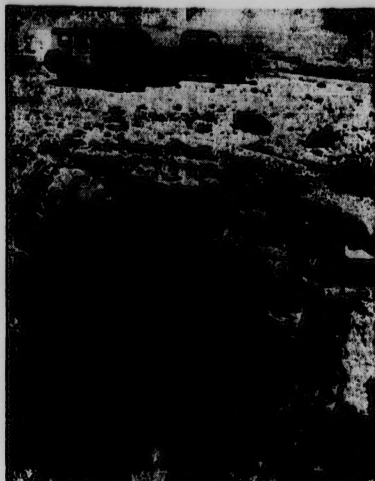
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Reservoirs or cisterns to store rainwater, like the one shown, were made by the ancient inhabitants of the Southern Negev in Israel. They were uncovered by soil scientists of the Food and Agriculture Organization

tion of the United Nations, who report that the 2000-year-old cisterns can be copied and even restored in some cases to furnish irrigation to today's desert dwellers.

CHURCH NOTICES

MOUNTAIN VIEW UNITED MISSIONARY CHURCH

Rev. A. Frey, Pastor
10:30 a.m.—Sunday School.
11:30 a.m.—Morning Worship.
8:00 p.m.—Evening Services.
Youth Fellowship services held in the evening of the first and third Sunday of the month.

FOUR SQUARE CHURCH

Fallen Timber School House
Preaching service at 2 p.m. every Sunday.
Sunday school immediately after service.
Rev. Mr. and Rev. Mrs. Moore, Pastors

EVANGELICAL CHURCH

Rev. A. J. Grams, P. stor

SUNDAY SERVICES:

10:30 a.m.: Worship Service.
11:30 a.m.: Sunday School.
2:00 p.m.: Sunday School followed by Worship Service.
7:30 p.m.: Evening Service.
Wednesday Evening, 8:00 p.m.
Bible Study and Prayer Meeting
Thursday Evening, 8:00 p.m.
Choir Practice.
The pastor and congregation extend a cordial invitation to every one to worship with us. "Come and we will do thee good."

REDEMERER LUTHERAN CHURCH

"The Church of the Lutheran Hour"

Notes From D.A.

By Hugh McPhail

Calfhood vaccination all across Canada and the United States has proven to be an economical and practical method of controlling Bang's disease. The University of Alberta authorities with 10 years of vaccination in their herd are very enthusiastic about the value of calfhood vaccination. The results in this outstanding herd were excellent. Dairymen in Alberta report that controlling their losses from Bang's disease by yearly vaccination of their heifer crop has meant extra thousands of dollars income, that means cutting the cost of production. The ranchers are equally as enthusiastic.

Calfhood vaccination does not cause the disease to break out in a herd. It is a vaccine of living bacteria which are strong enough to build up a good resistance, but not strong enough to cause the disease.

Calfhood vaccination does not interfere with breeding efficiency. Records of dairymen show that no more services were needed to get a cow in calf because she had been vaccinated as a calf. If there are breeding difficulties, lack of bone-meat, hormone upset, cystic ovaries, etc., are usually the cause—not the fact that the animal was vaccinated.

Calfhood vaccination gives good results. Calves in both clean and infected herds should be vaccinated—in the former as a cheap form of insurance against a heavy loss in income—in the latter as the main weapon to help eradicate the disease. Remember Bang's disease can cause undulant fever in humans, therefore calfhood vaccination is also protecting human health.

The Alberta Department of Agriculture recommends calfhood vaccination, coupled with good herd management, as an economical and practical way to prevent and control vaccinated as a calf. If there are herd replacements or only buying cattle vaccinated as calves is a wise procedure. The co-operation of all cattlemen will be greatly appreciated in building up Bang's resistant herds by having all heifer calves vaccinated this fall.

Stock Reduction SALE

Prices Slashed to Make Room For Fall Merchandise

25 to 50% off the old

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When you stop to think about it, the best proof of outstanding value in any product is continued public preference. For when folks discover a "good thing" the word travels fast, and sales go up and stay up. That's the way it is with Chevrolet trucks. Year after year Chevrolet trucks outsell all other makes. And they're the top selling trucks in Canada today.

This is a mighty important fact to consider before you buy your next truck. You'll also want to consider that, while Chevrolet trucks give you more features you want, their price is unmatched for value. Whatever your hauling or delivery need, think it over, when you're thinking of a new truck. Then come in and talk it over with us.

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JAMES CURRIE, Editor and Publisher

TIME WELL SPENT

People are enjoying more free time today than ever before, yet they are no nearer finding the true secret of relaxation. Perhaps it is due to the times we live in, or to the fear that if they are not constantly on the alert and up and doing they will become "also rans."

Labor-saving devices and the introduction of a shorter work-week have shortened the working day. Yet there is no shedding of the mental and physical load. The truth is that few people know how to completely relax.

They must always be doing something, and wasting valuable time and energy in the process. Life to them is calculated in how many crowded seconds they can squeeze out of every passing minute. That would be all right if some of the time was devoted to others, to the cultivation of friendship.

But the man who can't afford to relax, who regards leisure as wasted time, is generally a man wrapped up in his own selfish pursuits.

Far from being a waste of time, a quiet hour spent alone, completely at peace with ourselves and the world, is something we should all try to cultivate. It is time well spent.

Only when we are alone and relaxed do we see ourselves as we really are. In that quiet hour, we see through our little shams and vanities. The mirror of our true thoughts never lies. It never distorts or exaggerates. It faithfully reflects. Sometimes the reflection surprises us; sometimes it makes us feel a little ashamed.

We see our worries and fears in their true perspective. We see our dealings with our friends in a different light — and often wonder if we had done the right thing after all. It's surprising that we learn about ourselves in moments of quiet meditation. We own up to ourselves and come face to face with certain inescapable truths.

And the first is that if life is difficult and perplexing, we help to make it so. We can make it easier by forgetting the faults in others, by remembering our own. We learn, too, that it is unwise to expect more from life than what we are prepared to put into it.

Many interesting facts emerge when we are alone with our thoughts. That's why we should all learn to relax a little more. It's worth trying.



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Pastoral Conference At Lutheran Church

The South Alberta conference of the Lutheran Church—Missouri Synod will meet at Redeemer Lutheran Church, Didsbury, Oct. 20 to 22. The sessions will begin Oct. 20 with a devotional by Rev. F. Stark of Trochu. Tuesday evening at 8 p.m. a pastoral service will be conducted in the church with Rev. L. Gueber of Duchess delivering the Confessional address and Rev. R. Schmidt of Medicine Hat, the Pastoral sermon.

A variety of subjects will be treated at the conference. Rev. V. Eichenlaub of Lethbridge will deliver a paper on the Book of Revelation; Rev. A. Gehring of Claresholm, a paper on Woman Suffrage in the Church; Rev. A. F. Miller, of Mt. Calvary, Calgary, will treat the Common Confession Part II; Rev. Lyndon Jones, of Taber will present a Bible study.

Other pastors in attendance will be Rev. L. Schroeder of Craigmyle-Drumheller, Rev. J. Ulmer of Funcher Creek, Rev. Norman Ebert of Killarney Lutheran Church, Calgary; Rev. Phillip Unterschultz, of Jehovah Lutheran Church, Calgary. The district board will be represented by Rev. W. C. Ebert, Edmonton, executive secretary of the Alberta-British Columbia district.

WHO CAN MAKE A GUARANTEE ON TOMORROW?

In a Toronto address, C.I.O. chief Walter Reuther put in a "plug" for something that is neither sound nor sensible and which, if ever attempted, would certainly shrink employment, not expand it. This was the C.I.O.'s current fancy, the guaranteed annual wage.

Reuther pretends to believe that the so-called white collar class gets a guaranteed annual wage. Therefore, he argues, labor union members should also get a guaranteed annual wage. But the first assumption, of course, is entirely wrong.

In business there can be no such thing as a guaranteed wage. Money is paid only so long as a business continues to be profitable. When its products and services cease to

be attractive to consumers, the business will fold and all its workers from the office boy to the big boss himself must find other jobs.

Before Mr. Reuther can hope to get wages guaranteed he must get markets and consumption guaranteed.


Among other things, he would have to get a pledge from every woman to buy the same number of hats and dresses every year at the same price and from the same store. That would be quite a chore.

Bill—How did you make out in that fight with your wife?

Hank—Oh, she came crawling to me on her knees.

Bill—What did she say?

Hank—Come out from under the bed, you coward.



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Bonds way . . . because . . . you can get your bond, dollar by dollar, month by month, in amounts you'll never feel.

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Through The
Study Window

By REV. C. C. ARMSTRONG

The Edmonton Journal carried very little news about the progress of the Templeton Mission when it was in Edmonton. The editor said this was because evangelistic sermons and addresses were not news. This slighting of the Mission was a highly unsatisfactory bit of reporting by The Journal for such a series of meetings is a highly important event in the life of many people who believe that evangelism, which is good news, is more important than the report of a horse race or a theft.

However, another religious group made the headlines, at least indirectly. This is the Jehovah's Witness sect, who now have the legal right to distribute their literature in every province in Canada, including Quebec. The newspapers also listed the church affiliation of the various justices who gave their decisions, although this information ought to be entirely irrelevant. Further it calls into the question the impartiality of the judges, at least by implication. The fact that Mr. Justice Blank is Anglican, Baptist or Roman Catholic should not be allowed to color or effect a judgment on a legal principle. Nor should it be implied that this has occurred.

By listing denominations the papers have done a disservice to the legal profession.

The views from this quarter is that the really important matter of religious freedom lies in the hands of everyone. Religious freedom to be treasured if it means freedom from unwarranted restraint but is to be valued even more as it allows free people to develop and grow and become fully matured personalities. A religious freedom that merely results in inertia, indifference and inactivity is a betrayal of Christian liberty, which is something altogether different.

The nature of true freedom is bound up with genuine thanksgiving. We are not freed from worry over financial matters by having an abundance of money. We are delivered from anxiety over our own welfare by caring for others. They are most thankful who have found that a life of service releases within them feelings of thankfulness. To have an abundance of everything, and to hang on to it, is to be burdened down. They are truly free who are making the biggest contribution to the things that are really worthwhile in life, who have escaped the servitude of the rule of Gold by the freedom of the Golden Rule.

CHRISTIAN SCIENCE
At Christian Science churches on Sunday the Lesson-Sermon is entitled "Doctrine of Atonement." It includes these re-auricular words of Jesus: "Neither pray I for those alone, but for them also which believe on me through their word: That they shall all may be one, as thou, Father, art in me, and I in thee, that they also may be one of us; that the world may believe that thou hast sent me." (John 17: 20 and 21). And this statement from "Science and Health with Key to the Scriptures" by Mary Baker Eddy: "Jesus of Nazareth taught and demonstrated man's oneness with the Father, and for this we owe him endless homage. His mission was to reveal the science of celestial being, to prove what God is and what He does for man." (18: 3 - 5 and 26: 16 - 18).

KITIMAT TO BE MODEL CITY

The town of Kitimat, springing up around the Aluminum Company of Canada's giant new smelters in an isolated valley in northern British Columbia, will be one of the best planned communities in Canada. J. S. Kendrick, company engineer on the project, said Monday.

He told the Canadian Club of Toronto that town planning experts are laying out sites for a community with an ultimate population of 50,000 persons, which would make Kitimat the third largest city in the province.

The site will be divided into neighborhoods of about 5,000, each with its own schools, shops and indoor and outdoor recreational facilities. (At the last regular meeting of the Didsbury Lions Club members were privileged to see pictures of the above-mentioned project and it was amazing to all to see just what can be done by modern machinery and modern methods of applying the machinery to the job in hand. Incidentally, one of our former residents, Mr. Wm. Payne, is taking part in the opening of this new frontier.)

A MURDERER AT SEVENTEEN
After a fair trial and all the evidence was carefully weighed by a responsible jury, a 17-year-old boy in Calgary was sentenced to be hanged for murder by the preading judge. There seemed to be no doubt but what the murder had been committed by the accused, but the Calgary people have been shocked into a sense of guilt and responsibility for permitting such a thing to develop and happen within their community.

It is quite possible that due to the extreme youth of the condemned that the sentence of death will never be carried out. That is for the federal authorities to rule upon. Could eking out a lifetime behind prison walls be better than execution? We doubt it. It would never be safe to release the man onto the public again. Could his be an indictment against the way of life within an entire community? We doubt it. How do you feel about it?

—Camrose Canadian

During 1951 Canada spent \$24 per person on highway building. The figure the previous year was \$20.



Do it yourself in 1 afternoon!
A. POUR IN ZONOLITE is the easiest of all insulations to install. Pours right out of the bag.
B. LEVEL IT Smooth it out and the job is done...no mudd, no fuss!
C. LEAVE IT ZONOLITE is guaranteed for the life of your building. 100% fireproof, permanent. Saves up to 40% on fuel bills. Ask for a FREE ESTIMATE today!

Atlas Lumber Co.
LIMITED
PHONE 125 DIDSBURY

• THE DIDSBURY OPERA THEATRE •

Week Day Shows at 8:00 p.m.
Saturday Matinee 2:30 — Evening 7:30 & 9:30

THURS., FRI., SAT. MON., TUES., WED.
OCT. 15, 16, 17: OCT. 19, 20, 21:

Love captive

of the wolves
of the sea!



**BLACKBEARD
THE PIRATE**
color by TECHNICOLOR
ROBERT NEWTON
LINDA DARNELL
WILLIAM BENDIX

He loved as he fought...
She the savage he was!



Coming Attractions
"I Don't Care Girl"
"Island of Desire"

FOR HIGH CLASS PRINTING AT THE RIGHT
PRICE... CONTACT THE DIDSBURY PIONEER

Radiator Repairs !!

Guaranteed Radiator Repairs on all makes and models of cars, trucks and tractors—while you wait.

DUNCAN AUTO BODY
AND SERVICE

PHONE 73:2 — OLDS, ALTA.

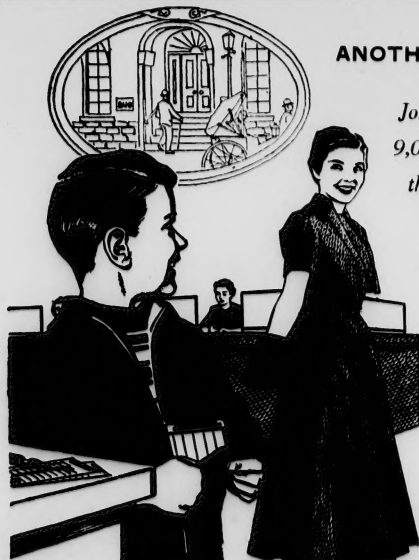
Ship Your Stock
Through The

Mountain View Co-Operative
Livestock Marketing Association
Local Agent: R. E. GILLRIE

ANOTHER NEW BANK CUSTOMER

Johnny's bank account is one of nearly 9,000,000 now carried by Canadians in the chartered banks — 3,750,000 opened in the last ten years alone. Today, practically everybody goes to the bank. Competition among the banks in all forms of banking service is one of the reasons why you, like Johnny, can expect prompt, efficient, courteous attention to your needs at your own local branch.

THE BANKS SERVING YOUR COMMUNITY



City Of The Dead

East Berlin, compared with the West, is like a city of the dead, The Financial Post's editor, R. A. McEachern, reported from Germany the other day.

There is little bustle in the streets. The people look drag and spiritless, in very marked contrast to the people of West Berlin.

"When you cross the West-East border, you don't need to be told that here is a different world. Unless a camera at one of the food-parcel centres and most of the people within range look the other way, or cover their faces with forearms or coats. They don't want to be identified for accepting Western aid. That's not healthy in the eastern zone."

REDEEMER WALTHER LEAGUE CONTINUE DISCUSSION

Redeemer Walther League continued their discussion of the First Epistle of St. Paul in Timothy at the regular meeting on Tuesday, Oct. 8. Treating the second chap-

ter, Rev. Fox stressed the importance of congregational prayer and the importance of taking the message to heart. It was pointed out, on the basis of the Bible study, that we should pray for our country and government. The welfare of every nation is bound up with its government. By praying for it we not only render a service to our country but also share in the good things that God bestows upon our land in answer to our prayers.

The society appointed a committee to consider the possibility of presenting a variety show later this fall. Members of this committee are Lily Reinhardt, Marvian Rodney and George Pieper. A Halloween party committee was also elected. These members are Erhard Reinhardt, Ingrid Hanson and Walter Artman.

It was decided to change the date of the next meeting from Tuesday, October 20 to Monday, October 19, as the South Alberta Pastoral Conference will begin its sessions at Didsbury on the 20th.

Arrangements have also been made for another exhibition of art from the Alberta Visual Arts Board. This year's display will also in-

clude an exhibition of other handicrafts. The display will be in Didsbury sometime in March, 1964. The meeting closed with games, followed by lunch.

Mother—Why is Tommy screaming?
Junior—I was playing bridge with him.

Mother—playing bridge?
Junior—Sure, he was the bridge and I walked over him.



BINS AND BINS OF WHEAT

It's about time Mr. Howe and Mr. Gardiner told us just how they propose to market our wheat. All elevators are crammed with it and still more is piled in open heaps on every western farm.

Normally, Ottawa would have no direct responsibility in this business. Selling would be up to the regular trade channels. But although warned repeatedly of the danger, Ottawa has continued its government monopoly. Prices are fixed and all selling must go through the government wheat board.

In the new International Wheat Agreement negotiated last spring, we hoisted prices at the very time world granaries were beginning to overflow. As a result wheat is backing up right to the farmer's barn. He hasn't been able to sell nearly all of the 1962 crop yet. He hasn't a ghost of a chance of getting rid of the new harvest under the present conditions. And they call this sort of expensive nonsense orderly marketing."

BINGO

SATURDAY NIGHT Didsbury Armories

Commencing at 9 p.m.

Under Auspices of Didsbury Lions Club

NET PROCEEDS IN AID OF BOY SCOUT BUILDING FUND

This Advertisement Inserted By

SOLEY'S FOOD STORE

THE COMMUNITY PAGE

In presenting this page we wish to commend to readers the fact that the advertisers deserve their support, goodwill and trade. A newspaper is a community affair. It has its individual opinions, for it cannot afford to be a jellyfish if it is to serve a useful purpose. But it does strive to give every phase of public opinion and fair news reports.

Our advertisers help to make this possible; as well as keeping alive local interest in community activities. Buy from those who advertise on this page in The Pioneer. It will save you money and help you build up your own community.

"WE SELL THE LEADERS"

McCLARY RANGES, WASHERS AND REFRIGERATORS

SHERWIN WILLIAMS PAINTS

DUO THERM OIL HEATERS

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MAC'S SERVICE HARDWARE
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Didsbury - Alberta

ATLAS LUMBER CO. LIMITED

Operating in Alberta and Saskatchewan
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INSULATION
STORM SASH
PITTSBURGH PAINTS

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Didsbury - Alberta

SID'S BATTERY SHOP

BATTERIES REPAIRED
BATTERIES CHARGED
Liberal Allowance On Old Battery When Buying A New One

STEVENS' SERVICE SHOP

IMPERIAL OIL PRODUCTS
GENERAL REPAIRS on all makes of cars
DOMINION TIRES
Phone 15

DIDSBURY - ALBERTA

KIRBY'S MEAT MARKET

FRESH & CURED MEATS
QUALITY
RED & BLUE BRAND BEEF
Phone 127
Didsbury - Alta.
"We Deliver"

RANTON'S

NEW SHIPMENT OF LADIES' BETTER DRESSES

Shop at Ranton's Your Home-Town Store

EDFORD MOTORS

A. E. FORD, Prop.

Chevrolet & Oldsmobile
Chevrolet Trucks
SALES and SERVICE
Goodyear Tires

SPECIALIZING IN . . .

Wheel Balancing
Steam Cleaning Service
Guaranteed Radiator Cleaning
Body & Fender Repairs
Painting

Phone 58 - Didsbury

MODERN JEWELLERY

(Irven E. Baptist, Prop.)

New shipment of Ladies' and Men's Eign. Watches
Electric Kitchen and Mantel Clocks
Special prices on diamonds, sold by appointment if so desired.

DIDSBURY BAKERY

(Holm & Skaar, Props.)

BREAD
CAKES
PASTRY
"We bake up to a standard.
Not down to a price"
PHONE 216
DIDSBURY, ALBERTA

FREE THEATRE TICKETS

Each week this "Community Page" is published in The Didsbury Pioneer, names of town and district residents will appear among the advertisements. Read the ads carefully and if you find your

name in any one of them — clip out the ad and present it at The Didsbury Pioneer office and receive TWO TICKETS to the Didsbury Opera Theatre with the compliments of the advertiser in whose advertisement you found your name.

IVAN WEBER

YOUR IMPERIAL OIL AGENT

ORDER NOW . . .
For Your Winter Heating Needs
Prompt Delivery
Phone 58 - Didsbury

HUGHIE ROBERTS and SON

New & Second Hand Store

"Anything You Want We Have It" (We Hope)
REAL ESTATE
LIVESTOCK DEALER
KIDDE'S PONIES
FRESH & SPRINGER COWS
Phone 13 - Didsbury

KAUFMAN and JENKINS

HEATING - PLUMBING
"When you want a plumber bad, you need him good."

PHONE 22
Didsbury - Alberta

Didsbury Electric, Plumbing and Heating

STEAM & HOT WATER
HEATING SYSTEMS
OIL BURNERS
STOKERS
PHONES:
Business 51 Residence 35

REIBER BROTHERS

GENERAL INSURANCE
REAL ESTATE
LOANS
A Personalized Service
PHONE 90
Didsbury - Alberta

HAROLD E. OKE

International Harvester for your Home Refrigeration
MOTOR TRUCKS
TRACTORS and FARM MACHINERY
Don't Forget . . . We Are PROPANE SPECIALISTS
ELEPHANT BRAND FERTILIZER

DICKAU ELECTRIC

AUTHORIZED GENERAL ELECTRIC HOME APPLIANCE DEALER
Phone 204 - Didsbury

Wm. "Bill" COWAN

AUSTIN - JOHN DEERE



FOLKMAN'S COTHING

COATS
DRESSES
BLOUSES
PYJAMAS
NIGHTIES
SLIPS
PANTIES
NYLON HOSIERY

HALLIDAY'S CASH GROCERY

BETTER GROCERIES FOR LESS
FROZEN FOODS
FRUITS and VEGETABLES
Phone 101
DIDSBURY - ALBERTA

PREVOST MOTORS

MERCURY
LINCOLN-METTOR
Sales and Service
Parts for All FORD PRODUCTS
B-A GAS and OIL PRODUCTS
Phone 168
Didsbury - Alberta

JAY TUGGLE

— YOUR —
PURITY 90 AGENT
DON'T DELAY!
For The Best In WINTER FUEL GILS
Phone 290
PROMPT DELIVERY

SUNRISE MILK BAR

CONFECTIONERY
ICE CREAM
LIGHT LUNCHES
"GOOD COFFEE"
TOBACCOS - MAGAZINES
Phone 27
Didsbury - Alberta

JENKINS' GROCETERIA

— • —
QUALITY GROCERIES
— AT —
REASONABLE PRICES

SPREEMAN'S SPECIALTY

THE SHOP FOR YOUR WELDING, SMITHING, FABRICATING, FENCE RAILINGS and GENERAL MAINTENANCE
PHONE 74 - DIDSBURY

ROSEBUD MOTORS

("Phil" Andrews, Prop.)

PLYMOUTH & CHRYSLER
SALES and SERVICE
WHITE ROSE PRODUCTS
GENERAL TIRES
Phone 143
DIDSBURY - ALBERTA
Olen Roberts

LORNE CLAYTON

MASSEY HARRIS
FARM EQUIPMENT
EASY WASHERS
HEAT-HOUSER
TRACTOR CABS
Phone 83 - Didsbury

PREMIER MEAT MARKET

(Ray Campbell, Prop.)
Phone 42
Located in Soley's Store and Specializing in . . .
RED & BLUE BRAND BEEF
CURED MEATS
Free Delivery

PAYNE-FREEMAN COMPANY

Factory-inspected engineered and Chryco parts
OLIVER MACHINERY
Phone 14 - Didsbury

SOLEY'S FOOD STORE

Do All Your Food Shopping At Didsbury's Only Complete Food Store
Biggest and best selection of fresh fruits and vegetables.
Largest variety of groceries
Complete stock of frozen foods
Always a good variety of fresh and cooked meats.

HALLIDAY'S

CASH GROCERY
PHONE 101 — DIDSBURY



JELLO, JELLO PUDDINGS,

Lemon Pie and Coconut Cream,
3 Pkgs. 29c

CATSUP, Libby's,

13 oz. bottle 2 for 53c

BAKING CHOCOLATE, Baker's —

1/2 lb. pkg. 47c

DOT CHOCOLATE, Baker's —

1/2 lb. pkg. 45c

SHREDDED COCONUT, Baker's —

1/2 lb. pkg. 29c

TOMATO SOUP, Campbell's —

10 oz. tins 2 for 27c

SOUP — Campbell's, Vegetable,

Beans and Bacon, Cream of Celery,

Green Pea, 10 oz. tins,

2 for 29c

SOUP — Campbell's, Mushroom, Consomme,

Scotch Broth and all Chicken varieties,

10 oz. tins 2 for 39c

PORK & BEANS, Campbell's —

20 oz. tins 2 for 45c

GLACED CHERRIES, 8 oz. pkg. 33c

GLACED CHERRIES, 16 oz. pkg. 59c

GLACED GREEN CHERRIES, 8 oz. pkg. 33c

GLACED GREEN CHERRIES, 16 oz. pkg. 61c

GLACED MIXED FRUIT, 8 oz. pkg. 22c

GLACED MIXED FRUIT, 16 oz. pkg. 42c

GLACED MIXED PEEL, 8 oz. pkg. 19c

GLACED MIXED PEEL, 16 oz. pkg. 35c

3-FRUIT MARMALADE, Nabob —

4 lbs. 73c

APPLE & STRAWBERRY JAM —

4 lbs. 77c

RED PLUM & GREENGAGE JAM —

4 lbs. 67c

PEANUT BUTTER, Squirrel, 24 oz. jar 57c

PEANUT BUTTER, Squirrel, 16 oz. jar 37c

VELVEETA CHEESE, 1 lb. pkg. 53c

VELVEETA CHEESE, 2 lb. pkg. \$1.05



ROLLED OATS, Quaker, 5 lbs. 43c

ROLLED OATS, Quaker, with

Cup and Saucer, 3 lbs. 45c

QUAKER CORN FLAKES —

Large size 2 for 49c

DISTRICT NEWS

M.V.B.C. NEWS

Miss Mary Walsh, who has been engaged as dean of women at the College for the winter, has arrived and will take up her residence in the main building. Miss Walsh has had much experience in this type of work, having been dean at the Canadian Nazarene College, Red Deer, for several years.

The painting of the buildings has been concluded. Many compliments have come our way due to the improved appearance of our buildings, and we appreciate them greatly. We also appreciate all those who so kindly contributed toward this work during the summer months and the latter part of the winter.

Mr. and Mrs. Alfred Dietz of Gahad have taken up residence on the campus for the winter. These fine students are arranging their apartment nicely before their studies begin and we trust they will be comfortable during the months to come. Amelia Dietz is also here. Perhaps we should mention that Edward Oke has been wielding the paint brush and arranging his room for the winter. Ralph Johnson returned the other day, too, and has settled in the dorm. Before this issue is published many other young people will have taken up residence here, for the registration on Tuesday, October 13.

Several persons have enquired concerning the faculty for the coming winter. Others have wondered about the qualifications of the members of the faculty. It might be well to list them for you here:

President D. M. Taylor, B.A., Greek, theology; Peter Waldin, Th.B., M.S.L., speech, Bible, history, philosophy; Miss Gladys Eby, A.B., M.A.; Bible, religious education, missions; Mrs. Lydia Suder, B.A., Bible, missions, evangelism; Mrs. Joyce Taylor, B.A., Bible geography, English; Franklin L. Lusk, B.A., in Music, voice, choir; Mrs. Franklin Lusk, B.A., music secretary; Mrs. J. Riddle, A.T.C.M., piano.

As has been stated Miss Mary Walsh is dean of women and housekeeper; Mr. Peter Waldin, vice-president, dean of men; Miss Gladys Eby, secretary-treasurer, registrar; Mrs. A. Habermehl, cook, and Arthur Eby, B.S.L., maintenance superintendent. This group work with the president of the college in the administration and staff duties.

Large quantities of vegetables are available for the school this winter. Quite a number of chickens have been donated and we believe that, as in former years, people will not forget us with their gifts of chicken, turkey, pork, eggs and other produce that they are accustomed to bring. We say a hearty "thank you" in anticipation of it, for our friends have never failed us yet.

Did we say in a former edition of The Pioneer that we welcome the high school and primary children who attend classes on the campus again this year? Mrs. Kimmert is busily engaged with her group, as is Mrs. Booker. We appreciate these teachers.

Westcott W.I Plan Chicken Supper

Regular meeting of the Westcott W.I. was held on October 1 at the home of Mrs. A. Robertson. The meeting was attended by 15 members and two visitors. The roll call was answered by "Something To Be Thankful For".

Cards are being sent to the members who were on the sick list and unable to attend the meeting. Letters of acknowledgment were received from the Arthritis and Rheumatic Society and the A.W.I. fund for donations they received. Mrs. J. Ray, our home economist, chose the victors. Mrs. L. Hildebrand and Mrs. W. Bahannan to judge the candy contest. Prizes went to Mrs. L. Vogel and Mrs. Cliff Ekstrand, who were first and second respectively, and the candy was sent to the Woods Christian Home in Calgary.

The chicken supper date was set for Friday, Nov. 6 in the basement of the Westcott United Church, starting at 6 p.m.

Mrs. W. Baudistal chose for her five-minute talk, "A Table Talk with Anne Mrs. C. Ekstrand" and the Health and Beautification topic on "Polio-myelitis," compiled by Mrs. E. Walker, who was unable to attend. Current events were given by Mrs. H. Levagood.

THE BIG CANADIAN STORY

When the 1951 census results were published, Canadians sat up and took notice of British Columbia's outstanding growth — 42 per cent more population in ten years.

But look who's growing fastest now — Alberta. And it has been ever since 1946.

All of Canada is expanding. Some parts faster than others. But if the total is bigger — so are all the parts. Development any place, eventually helps the whole land.

1953 CHRISTMAS SEALS ARRIVE FOR SALE

Thousands of 1953 Christmas Seals have arrived in Red Deer, for distribution to Red Deer and Central Alberta householders in November. It is announced by D. W. Robertson, chairman of the Rotary Club T.B. Christmas Seal committee. Dozens of voluntary workers are busy addressing envelopes, folding seals and letters and preparing for the best seal sale yet.

Red Deer and Central Alberta objective for 1953 is \$17,500. Every cent is already budgeted for, with the provision that any surplus over the regular work of the Alberta Tuberculosis Association will be spent to install X-ray equipment in hospitals for routine X-ray of all admissions.

Mr. Robertson said: "This is one of our biggest and most important projects but we have a long way to go before reaching our goal of an X-ray unit in every hospital. At least four times as much unsuspected T.B. is found among hospital patients as among the general population. Finding these 'hidden casualties' and removing these sources of infection to sanatoria will prevent the spread of tuberculosis, which killed more than 2,500 Canadians last year."

Anyone who wishes to have Christmas Seals ahead of time for overseas mail may have them by writing to the Rotary Club T.B. Christmas Seal committee, Box 27, Red Deer.

CLANKING COINS

Warm weather took the edge off back-to-school retail sales and few Canadians were anxious to buy overcoats while the golf courses were still crowded, according to a recent survey.

But it goes further. Some observers see the traditional "fall buying" dying off and a new trend replacing it: Canadians aren't buying by seasons any more; they're buying by the weather.

What's today's retail picture? Strong sales generally until year's end; gusts in soft goods; possible low in durables after January.

QUESTIONS

ANSWERS



QUESTION: How should a wart suspected of being cancerous be treated?

ANSWER: It should be removed surgically, cutting wide around the edges of the wart so as to include all cancerous cells that may have spread to the normal surrounding tissues.

Write for Free Literature
Canadian Cancer Society
251 7th Ave. E., Calgary, Alta.

PROTECT YOUR GRAIN -- KEEP IT DRY IN SAFE CLEAN STORAGE

For Insect Control Use—
Mill Spray—Fumigants—Wheat Protectant.
For the Best in
Grain Marketing—Chemical Aids—Coal—Agricultural Service



PREMIER MEAT MARKET

(LOCATED IN SOLEY'S STORE)
THE COMPLETE FOOD CENTRE

RED AND BLUE BRAND BEEF

Fresh Small Chickens For Roasting

PHONE 42 FOR DELIVERY — WE BUY HIDES
R. A. CAMPBELL, Prop.

RCAF
MOBILE
RECRUITING UNIT
WILL BE AT

DIDSBURY
AT ROSEBUD HOTEL
On **OCTOBER 19th**
Between 12 Noon
and 8:00 p.m.

If you have Grade 8 education or better, see the RCAF Career Counsellor and find out how you can earn while you learn... in the RCAF!

Defence is Freedom
ROYAL CANADIAN AIR FORCE



STRETCH YOUR DOLLARS FARTHER...
GET MORE FOR YOUR MONEY AT OUR USED FARM IMPLEMENT LOT!

WM. "Bill" COWAN

PHONE 132

DIDSBURY

JOHN DEERE MODEL "D" TRACTOR —

On good rubber with power take-off

\$250.00

10-INCH HAMMER MILL —

Good shape

\$75.00

10-INCH GRINDER —

Like new

\$75.00

20-FT. ARROW GRAIN LOADER (new) —

Complete with transport and tires, 4-ft. flexible grain spout and reconditioned Husky air-cooled engine

\$199.50

RECONDITIONED AIR-COOLED ENGINES, suitable for use on

grain elevators

\$35.00 and up

Red and Blue Brand Beef

ALWAYS ON HAND !!!

NOW IS THE TIME TO STOCK UP ON YOUR LOCKER AND FREEZER NEEDS.

BRING IN YOUR HIDES AND HORSEHAIR

KIRBY'S MEAT MARKET

PHONE 127 — DIDSBURY

Canada Savings Bonds 8th Series

NOW ON SALE. INTEREST 3% PER CENT

Denominations \$50, \$100, \$500

\$1000 and \$5000

For Further Particulars Apply To

REIBER BROTHERS

Where Insurance is Our Business, Not a Sideline
C. E. Reiber PHONE 90 A.W. Reiber



YOUR CAR CAN'T DO IT!
But YOU can. Get busy and build that garage or carport NOW. We have all the materials you'll need. Protect your auto from weather damage and vandalism. Save \$\$\$ — do the job yourself — advice cheerfully given.

Call 125 for a free estimate — Terms Arranged
Be Sure of a Cozy-Dry Home — Re-Roof Today!

ATLAS LUMBER CO. Ltd.
DIDSBURY, ALTA. Phone 125

LARRY SINCLAIR, Manager

PHONE 125

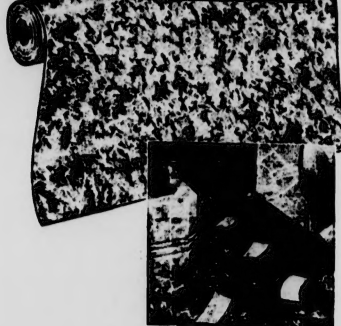
Folkmann's Clothing

PHONE 124 — DIDSBURY

LADIES' AND GIRLS FALL AND WINTER
COATS — Smart styles in velours, broad-
cloth, elysian, traveller's cord and others.
LADIES' AND CHILDREN'S DRESSES ... in new
fabrics and styles.

Armstrong's Marbello Linoleum

... IDEAL FOR CUSTOM DESIGNED FLOORS



BUILDERS' HARDWARE

THE STORE WITH THE STOCK—AND A SMILE
G. C. LEESON, Manager PHONE 7

Rexall

1 cent Sale

Now On

Law's Drug Store
The REXALL Store
PHONE 40 — DIDSBURY, ALBERTA

Little Items of Local Interest

Mr. and Mrs. W. McFarquhar and family spent the weekend visiting in Calgary.

Mr. and Mrs. W. K. Snyder returned Sunday night following a holiday trip to Great Falls and Glacier Park.

Mr. Cameron Wordie and Mr. Gordon McNaughton, students at the University of Alberta in Edmonton, were home over the weekend.

Mr. J. Riddoch and daughter Beth of Calgary were holiday visitors with the former's son and family, Mr. and Mrs. Jack Riddoch. Also visiting at the Riddoch home on Monday were Mr. and Mrs. Darnoldy of Calgary.

Mr. and Mrs. A. J. Allen and family were weekend guests with Mr. and Mrs. L. Kunin at the Lazy J Ranch at Jumping Pound.

Mr. J. A. Shannon of Edmonton visited with his family here over the holiday weekend.

Mrs. W. C. McNichol of High River is visiting with her son and daughter-in-law, Dr. and Mrs. C. McNichol.

Miss Florence Olson and Miss Ester Ann Devine of Edmonton spent the weekend at their respective parental homes.

Mr. and Mrs. W. P. Scott and family of Calgary were Sunday visitors with Mr. and Mrs. Frank Kaufman.

Dr. and Mrs. J. P. Moreau and family and Martin Paul, of Edmonton, were weekend visitors with Mr. and Mrs. W. Dobbin.

Mr. and Mrs. C. L. Sorenson and family visited with the former's father, Mr. T. Sorenson, at Stettler over the weekend.

Mr. Murray Kendrick and Mr. P. Smith of Regina visited over the holiday weekend with the former's parents, Mr. and Mrs. A. R. Kendrick.

Miss E. N. Henderson of Calgary visited on Sunday with her sister, Mrs. A. R. Kendrick and family.

Born in Ottawa, on October 12 to Dr. and Mrs. D. C. Mortimer, a daughter, Patricia Rosemary.

Mr. and Mrs. Reg Brooker left Saturday for Vancouver where they will spend two weeks visiting with friends and relatives.

Mrs. Gillies Sr. left Saturday to spend a few days visiting with friends in Calgary.

Mr. and Mrs. G. C. Powell and family of Camrose were Sunday visitors with Mr. and Mrs. A. R. Kendrick.

—St. Cyprian's W.A. will hold their annual fall tea and bazaar in the Lions hall, on Saturday, Nov. 7, at 3 p.m. 40-4c

There will be an Anglican Rally at Red Deer Memorial Centre at 3 p.m. on October 18.

All Legion members are invited to attend the Scout meeting, Oct. 21st at the Scout hall, anytime between 8 and 9 p.m.

LATE CLASSIFIED
HELP WANTED — Two women to telephone from their own homes. Pleasant, profitable part time work with excellent chance to establish a permanent business with steady income. Apply for full particulars to P.O. Box 552, London, Ont. 11c

CARD OF THANKS
We wish to take this means of thanking our many friends, neighbors and relatives for the help given us and the kindness shown during our recent sad bereavement. Also for the many cards, flowers and expressions of sympathy we received.
MRS. GEO. DIPPEL & FAMILY

CARD OF THANKS
I wish to thank Dr. Epp and the hospital staff for the care and kindness shown me during my stay in hospital. Also the many friends for their kindness and gifts.
MAB RINGHEIM

A COMPLETE GENERATOR and VOLTAGE REGULATOR SERVICE

for all makes of Cars, Trucks and Tractors
We carry a complete stock of new and rebuilt units for sale and exchange

All repairs completed with original equipment parts, installed to factory standards, and fully guaranteed.

TED STAUFFER
Phone 50, Olds, Alta.

Coming Events

—Knox United Church W.A. will hold their annual chicken supper on Saturday, October 17, from 8:30 to 8 p.m. Table reserved for business men. All proceeds to go to the organ fund. 30-3c

—Eric Ratledge, optometrist, associate of K. Roy Maclean, announces the date of his next visit on Monday, Oct. 19, morning only, at the Rosebud hotel. Consult in city office, 1014 Greyhound Bldg.

—The Rugby W.I. and Rugby hall board will hold a chicken supper on Wednesday, October 28 at Rugby hall. Program to follow. 30-3c

—Didsbury constituency Women's Institute will hold an executive meeting at the home of Mrs. R. Long on Saturday, October 24, commencing at 2:30 p.m.

THE CHRISTMAS GIFT THAT IS ALWAYS APPRECIATED —

Your Photograph by WIGGINS' PHOTOS

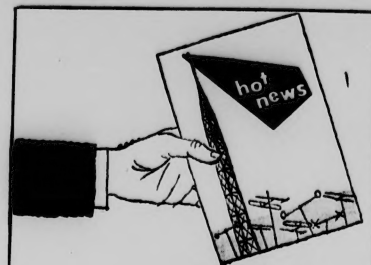
Don't miss the chance to photograph your baby — they are babies for such a short time!

CHRISTMAS GREETING CARDS ... made from your own favorite snapshot or from your picture taken by our studio. If you supply the negative, \$2.50 per dozen, with envelopes.

WEDDING ALBUMS FOR THE BRIDE!

We will photograph your entire wedding and provide the story in memorable photos in Didsbury, \$30.00 and up

Mrs. E. T. WIGGINS
Phone 114, Didsbury



of Interest to Every Man and Woman in Town

On October 22nd Mr. Waterfall

Tip Top's Special Factory Representative will be at our store

Don't miss the event! Remember the date — plan to drop in

Here is why this date is important to you!

You'll be able to discuss the latest fashions, fabrics, colours with a style authority. You'll get the answers to your own particular tailoring problems. You'll get the personal attention of one of Canada's outstanding authorities on fine tailoring.

His visit coincides with the arrival of an unusual and huge selection of new fabrics — flannel, worsteds, tweeds, barny twills, shadownes, all of them 100% British virgin wool — specially imported by Tip Top to bring you —

Canada's Greatest Clothing Value

RANTON'S

YOUR HOME TOWN STORE

Tip Top
tailors

On The Trail!

don't hunt for outdoor
togs ... see us ...

Name your sport and we will outfit you for it correctly and very smartly. We know what's right (and habit) for every active or spectator sport.

SEE
BERSCHT'S
FIRST !!!

choose the right clothes for the right time!



Sport Jackets

OLIVE GREEN WHIPCORD —
Doeskin lined \$8.50

OLIVE DRILL —
Quilt lining \$10.50

WOOL CHECKS —
From \$14.95 to \$24.95

Large Assortment of Station Wagon Coats and Parkas

Sport Shirts

HEAVY WOOL — Bright colors.
From \$7.95 to \$8.95

DOESKIN CHECKS —
From \$3.95

Underwear

Your Favorite Brand

Tiger Brand, Turnbells, Stan-
fields, Watsons, and
Harvey Woods.

Gloves and Mitts

Lined and unlined styles to suit every need.

Hunting Boots

Leckie and Valentine Hi-Cuts —
Leather or Gro Cord Soles

JV BERSCHT



For Your Fall or Winter Clothing Needs

PHONE 36

DIDSBURY